Catalogue Supplement

Supplement To The Catalogue for 1948-49 Announcements for 1949-50

Tyler Junior College

TYLER, TEXAS

Department of Distributive Education

Credit: One semester hour of credit for each weekly class hour per semester.

BUSINESS LAW

General legal principles as a guide to the legal aspects of business situations.

Credit: Three semester hours.

EFFECTIVE SPEECH IN BUSINESS

Effective speaking in selling and putting ideas over to an individual or group through an expressive vocabulary.

Credit: One to three semester hours.

BUSINESS PSYCHOLOGY

Psychological principles concerned with advertising, salesmanship, employment, and personal problems.

Credit: Three semester hours.

PRACTICAL PSYCHOLOGY I

Development of a program for successful living, leadership, and the relations between thought and action.

Credit: One to three semester hours.

PSYCHOLOGY OF PERSONALITY DEVELOPMENT

A continuation of Practical Psychology I, which includes a practical interpretation of the psychology of personality development.

Credit: One to three semester hours.

THE TELEPHONE IN BUSINESS

Selling by telephone, development of a telephone personality, and fundamental principles governing the use of the telephone for service.

Credit: One semester hour.

BUSINESS LETTERWRITING

A course designed for the business executive which will aid in preparing effective business correspondence.

Credit: One to three semester hours.

RECORD KEEPING FOR INDEPENDENT STORES

Business accounting principles designed for the single proprietorship.

Credit: One to three semester hours.

SHOW CARD LETTERING

Basic principles of card lettering, care of equipment, practice in lettering and layout of sign copy.

Credit: One to three semester hours.

RECEPTIONIST TRAINING

Duties of the receptionist, greeting the caller, and extending the employer's good-will.

Credit: One to three semester hours.

DENTAL RECEPTIONIST TRAINING

Duties of the dental receptionist in the office and the laboratory. Study of dental roentgenology and other laboratory equipment.

Credit: One to three semester hours.

PRACTICAL HOME DECORATION

A course in the basic fundamentals of interior decoration. Color harmony in relation to the home.

Credit: One to three semester hours.

FASHION COORDINATION

Relation of color, line, texture, fabric, and personality to fashion wise merchandising.

Credit: One to three semester hours.

FOOD AND SANITATION

Demonstrations of proper and improper methods of handling foods in food-handling establishments.

Credit: One to three semester hours.

WAITER - WAITRESS TRAINING

Correct service procedure in food establishments serving meals.

Credit: Two semester hours.

SUCCESS IN SALESMANSHIP

Personal selling, its economic problem, analysis of the product and the market, planning and executing the interview.

Credit: One to three semester hours.

HUMAN RELATIONS IN BUSINESS

Tested techniques in solving problems concerned with customer good-will, sales effectiveness, staff cooperation, and public morale.

Credit: One to three semester hours.

HOW TO SUPERVISE

Methods used in employee supervision. Development of good technique in the everyday relations of the supervisor with workers.

Credit: One to three semester hours.

MERCHANDISING MATHEMATICS

How to determine turnover, dollar and unit. Retail methods of inventory and methods of figuring.

Credit: One to three semester hours.

INTERIOR AND WINDOW DISPLAY

Promotion in the sale of merchandise by the use of proper display. Correct practice in setting up simple counter displays and practical application of the development of ideas.

Credit: One to three semester hours.

GROCERY MERCHANDISING

The role of today's grocer in distributing food; grocery salesmanship; store layout; merchandise arrangement; and customer service.

Credit: One to three semester hours.

TRAINING TECHNIQUES FOR DISTRIBUTIVE EDUCATION INSTRUCTORS

Teacher training for those who plan to teach in the field of adult distributive education.

Credit: One to three semester hours.

RETAIL STORE ORGANIZATION AND MANAGEMENT

A course designed for small business executives involving financing the business, building layout, buying, stock control, advertising, sales promotion and other major subjects.

Credit: Three semester hours.

INCOME TAX PROBLEMS

A course dealing fundamentally with income tax in relation to accounting and preparing of business income tax returns.

Credit: Three semester hours.

C.P.A. PROBLEMS

To prepare practicing accountants to take examinations as certified public accountants.

Credit: Three semester hours.

CERTIFIED LIFE UNDERWRITERS SERIES

Preparation for those students who plant to take the examinations required to become a certified life underwriter.

Credit: Three semester hours.

FIRE UNDERWRITERS SERIES

Preparation for those students who plan to take examinations required for Certified Fire Underwriters.

Credit: Three semester hours.

AMERICAN BANKING INSTITUTE SERIES

Banking principles necessary for the successful bank employee.

Credit: Three semester hours.

PRACTICAL BUSINESS ENGLISH

How to become better acquainted with proper word usage in relation to modern business. Development of an effective written message.

Credit: One to three semester hours.

CUSTOMER SERVICE IN BEAUTY SHOPS

Basic course for shop managers and operators. Development of five phases of customer service.

Credit: One to three semester hours.

SALESMANSHIP FOR ROUTE MEN

Modern techniques of salesmanship applied to the salesman who delivers merchandise by truck.

Credit: One to three semester hours.

DIRECT SELLING

Specialized selling techniques for salesman engaged in house-to-house selling.

Credit: One to three semester hours.

AUTOMOBILE INSURANCE

A study of coverages both first and second party, to principles and practices of rates, and rating of the various auto classifications.

Credit: One to three semester hours.

WORKMEN'S COMPENSATION INSURANCE

Fundamental position of workmen's compensation insurance in our highly industrialized economy.

Credit: One to three semester hours.

PUBLIC LIABILITY INSURANCE

To properly interpret the needs of those who seek protection against public liability.

Credit: One to three semester hours.

TAXES AFFECTING RETAILING

For store owners and managers as trainees for position of comptroller.

Credit: One to three semester hours.

ADVANCED CREDIT PROCEDURES

An advanced course for credit managers dealing with specialized problems in credit.

Credit: One to three semester hours.